

Katherine Loose

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EDUCATION

University of Southern California, Marshall School of Business Los Angeles, CA
Bachelor of Science Business Administration with Music Industry Minor May 2024

- Summa Cum Laude, 3.96 GPA
- Relevant coursework includes: Advanced Concert Management; Live Music Production and Promotion; DIY Touring; Marketing, Branding, and Strategic Alliances in Music

EXPERIENCE

Live Nation Entertainment Los Angeles, CA
VIP Tour Representative October 2024-Present

- Execute VIP experience for up to 4,000 guests nightly on SEVENTEEN [RIGHT HERE] World Tour in U.S.
- Oversee guest check-in, merchandise distribution, early entry, and exclusive soundcheck
- Act as liaison between VIP Nation, venue management, and tour personnel

EQT Recordings Los Angeles, CA
Artist Management Intern January 2024 – May 2024

- Pitched weekly event and brand partnership ideas to further EQT's creative and business strategy
- Presented weekly briefs on industry news, unsigned artists, and catalog marketing tactics
- Structured event budgets, day sheets, and travel itineraries for artists across EQT's roster

Live Nation Entertainment Los Angeles, CA
VIP Marketing Intern May 2023 – August 2023

- Independently designed a VIP experience using budgeting, ticketing, graphic design, and marketing skills
- Built guest itineraries, addressed customer inquiries, investigated complaints, and executed financial requests
- Collected and organized customer data in Excel for internal and external communications

Artist Publishing Group Los Angeles, CA
Sync and A&R Intern January 2023 – August 2023

- Conducted A&R research across multiple platforms to uncover and pitch unsigned writers and producers
- Monitored and documented new music releases from roster of over 140 writers and producers
- Obtained audio from labels, organized audio and splits, and tagged songs to be pitched for sync placements

Camp America London, UK
Marketing Intern June 2022 – August 2022

- Scouted and pitched venues for promotional events with up to 400 attendees
- Created and executed two-month social media plan and designed over 20 social media graphics
- Led two information sessions and communicated with prospective applicants to facilitate recruitment

LEADERSHIP

USC Concerts Committee Los Angeles, CA
Director of Marketing August 2023 – May 2024

- Assisted in the planning, promotion, and execution of three yearly concerts with attendance of up to 10,000 students
- Spearheaded multichannel marketing campaigns utilizing giveaways, campus activations, and social media rollouts
- Managed @usconcerts Instagram account with over 11,000 followers

Women and Youth Supporting Each Other (WYSE) Los Angeles, CA
Executive Director August 2023 – May 2024

- Led team of 11 directors and 70 mentors to empower and educate middle school girls through mentorship
- Oversaw mentor recruitment and training, fundraising, lesson planning, DEI initiatives, and social events
- Facilitated communication between USC WYSE, national leadership, and administrations of three middle schools

The 303 at the Troubadour Los Angeles, CA
Executive Producer March 2023

- Planned and produced 85% capacity show at the Troubadour, generating \$6,000 in ticket sales
- Structured and implemented day of show schedule to accommodate three artists and their teams
- Created and maintained budget in Excel